

Keeping Up with the KOLs



BREAKING NEWS

What Happened in Vegas?

Wow, wow, wow! 🥰🥰🥰 Last week at Vision Expo West, we launched our latest innovation, the N3! A dynamic solution for our providers that combines years of experience in machine learning with cutting-edge VR technology, to deliver a 360° patient experience! Based on the power of precision, prism, and patients. Big thanks to everyone who came to celebrate and discover how the N3 will take their practices to the third power!





MORE VEGAS



N3



- **Powered by 10 billion wearer data points**
- **Immersive, engaging patient experience**
- **Educates while measuring**
- **Can detect eye misalignment down to a fraction of a prism diopter**
- **Easy to use and staff-friendly**

NeuroLens Launches N3, an Immersive, VR-Based Device

LAS VEGAS—Optometrists and members of the optical press attended a launch party hosted by NeuroLens Wednesday night where they were introduced to the N3, an innovative new device the company calls “an immersive, virtual reality-based measurement and educational experience.”

Powered by over 10 billion data points on patient visual behavior and over 10 years of proven patient outcomes, N3 provides an objective, accurate and repeatable measurement of binocular alignment, which incorporates elements of heterophoria, fixation disparity, accommodative convergence response, and central and peripheral alignment.

“Our primary goal remains as it has always been: to facilitate great patient outcomes through the proven therapeutic benefit of NeuroLenses. N3 will enable even more eyecare providers to measure eye misalignment down to a fraction of a prism diopter, regardless of binocular vision experience,” Pierre Bertrand, NeuroLens CEO, said in a statement. “In addition, N3 is also easy to use and is staff-friendly, supported by a thorough implementation process and best-in-class ongoing customer support.”



A packed room filled with optometrists and media listened to a panel of three prominent ODs discussing the benefits of the new NeuroLens N3 diagnostic device at the NeuroLens launch party Wednesday night. (L to R) The panel included Dr. Amanda Nanasy, Dr. Paul Karpecki, Dr. Brenda Montecalvo and moderator Dr. Howard Purcell.

At the well-attended event, Bertrand welcomed guests and described N3 as an important milestone in the company’s development of technology for prescribing its proprietary NeuroLenses, which use contoured prism to correct for binocular vision issues. He then introduced Dr. Howard Purcell, president of the New England College of Optometry, who spoke

about how the N3 could be a practice-builder for eyecare practitioners and foster renewed interest in refraction.

Dr. Purcell then moderated a panel of three prominent optometrists— Dr. Amanda Nanasy, Dr. Paul Karpecki, Dr. Brenda Montecalvo—who discussed the benefits of the N3, based on their own hands-on experience with the device. ■

LINKS TO N3 COVERAGE

- Check out these great writeups from [Healio](#) and [Eyes on Eyecare](#) about our newest technology that’s absolutely sweeping the industry right now
- The Eyecare Business [livestream](#) of the N3 launch event is available on demand.
- The N3 launch announcement press release is in the [Newsroom](#) and has been picked up by multiple media outlets, including [Eyewire+](#), [Women in Optometry](#), [Vision Monday](#), [Yahoo Finance](#), [MarketWatch](#), [Morningstar](#), [Benzinga](#), [Markets Insider](#) and [Cision](#).
- The [Vision Expo Show Daily](#) featured four full pages of NeuroLens content, plus coverage of our launch event.
- Our partners have been sharing the news, including a Vision Monday [social media announcement](#), an Optical Prism [sponsored social post](#), an Acquios [Facebook LIVE](#) with Rick+ Tim, an Akrinos [social post](#), and many others.

meet
Lensy



Dr. Kim Wampler • 1st

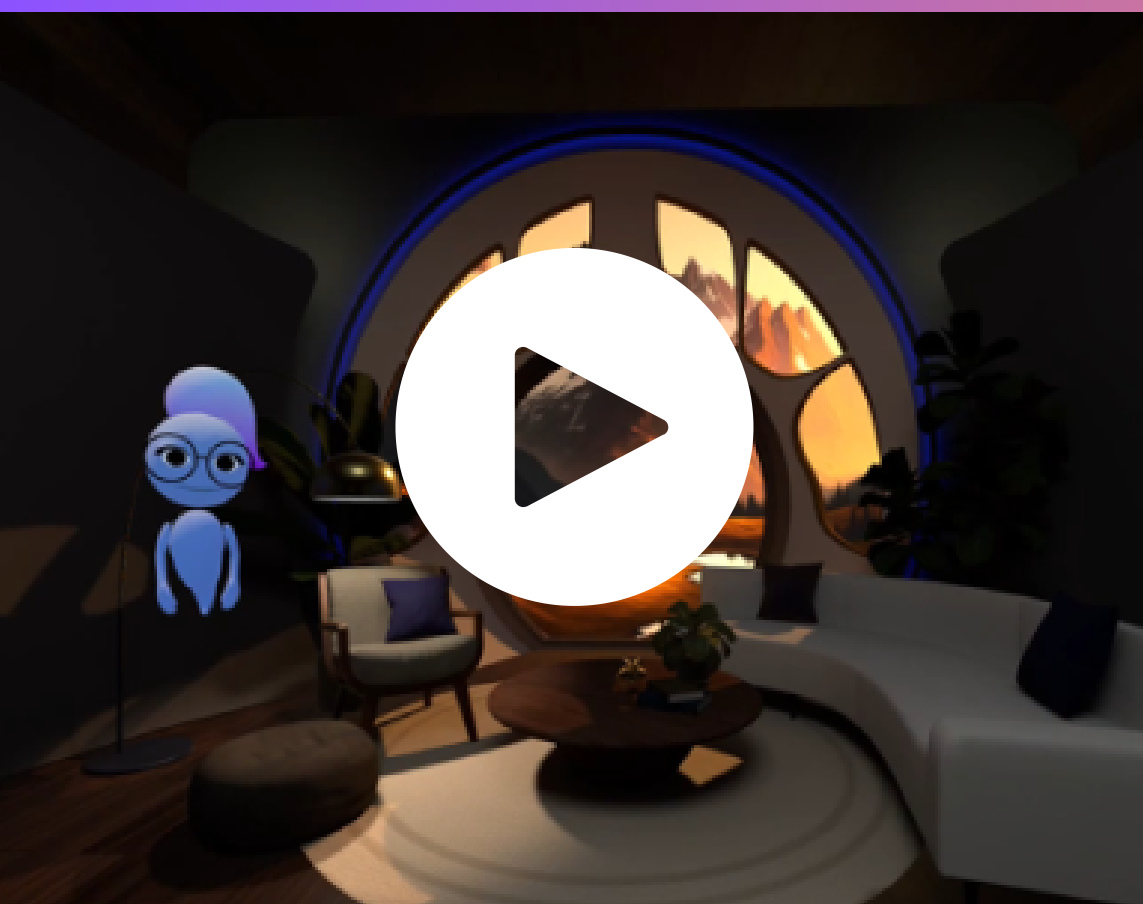
Optometrist/Owner, Cedar Park Vision & Zenith Realty LLC

4d • 📍

👏 Have you met your newest employee yet, Lensy?! Set up an introduction with her with the N3 from [Neurolens](#) ! Launched at Vision Expo this past weekend, the future of binocular measurement & solutions is here with the N3 😊



Employee of the month



Always attentive!
Always enthusiastic!
Always educational!

98%

of patients understand the connection
between vision and symptoms after
experiencing the N3 measurement &
education.

Thanks for your guidance to make this happen!




LEVEL
UP

NEW LOOK

Relief is in Sight

Headaches? Eye strain? Eye misalignment could be the culprit. Find out if you're a candidate.

Take the Neurolens Test



93%

OF PATIENTS RESPOND POSITIVELY TO WEARING NEUROLENSES

70%

INCREASE IN PRODUCTIVITY WHEN WEARING NEUROLENSES


82%

OF PATIENTS INDEXED SUFFER FROM THE PAINFUL SYMPTOMS OF EYE MISALIGNMENT

The Neurolens Solution


The two minute test that can change your life.

Take the Neurolens Test




STEP 1
IDENTIFY

A simple questionnaire that identifies your symptom prevalence and severity



STEP 2
MEASURE

An objective, accurate, repeatable measurement with the N3



STEP 3
PRESCRIBE

The contoured prism technology of Neurolenses brings the eyes back into comfortable alignment



Check out the new Neurolens website

Patient OUTCOME of the Month!

September 6, 2023

Dr. Lamar, O.D.,

I wanted to take a moment to follow up after this year's eye appointment to share my genuine gratitude for your assistance as you helped diagnosis and guide my son, [REDACTED] to consider adopting the Neurolens technology as part of his prescription.

The company's theme states, "relief is in sight" and this is so true! [REDACTED] immediately noticed a difference in the reduced strain upon his eyes. As a student at [REDACTED], the varsity captain of his school's e-sports team, and an avid content creator for YouTube, he logs several hours each day of screen-time. His new glasses made an incredible difference and increased his comfort, focus, and even performance. He experiences dramatically less fatigue on his eyes as he naturally *focuses so much more effectively*. And yes, even his gaming performance improved as he can play for *numerous hours back-to-back*, both to his delight and to his mother's regret (smile!).

I realize I am singing the praises of the Neurolens technology but my intent here is more so to share my genuine appreciation for your effectiveness as an expert optometrist. Your diligence to obtain certification in this new technology and your willingness to consider several variables as part of your diagnosis, resulted in the best possible prescription for [REDACTED] and really... in his improved quality of life. This sentiment is not shared offhandedly. I genuinely acknowledge that your help was no light feat and I wanted to thank you for your willingness to give your best so that your patients benefit the most.

Thank you!

Thank you!

Dr Lamar - Monroe LA

**Submit any patient outcomes or testimonials to
jeff.kley@neurolens.com**

COMING SOON!



N3 KOL Deck & Training



N3 Prospect Webinar 10.10

REGISTER NOW

Deep Dive Training w/Dr Krall

November 7th @ 7:30p est



SEPT RESULTS

Top
20

Practice	Outcomes
Krall Eye Clinic	52
Advanced Eyecare Center - Dixon	33
Chroma Optics - Sudarsky	31
Eyes on You Seattle - Lawson	30
Sirgany Eyecare - Sirgany	29
Spectrum Vision Care - Richard	28
Family Eye Care - Gordon	27
Feidler Eye Clinic - Feidler-Klein	24
Arizona Red Mountain Eyecare - Olsen	24
Montrose Eye Care - Lovero	23
Full Circle Vision Care - Kimball	23
Weston Family Eye Care	22
Eye Am Soins Oculaires Inc - Laurin	22
Eyecare Associates of Nampa - Hagberg	21
Liberty EyeCare - Wood	21
Dr. Trevor T Miranda (2015) Optometric Corp - Miranda	20
Eyecare of Rigby - Hurley	20
West Vision - West	19
Bailey Eye Care - Leoni	16

*some calculations may still be in effect. Don't yell at me yet!

**THANK
YOU**

Got a story to tell? Share it @ jeff.kley@neurolens.com